

2018 ASHP Midyear Clinical Meeting & Exhibition Anaheim, Calif.

December 2-6, 2018

### Guidelines for ASHP Pre-Registration Lists

- **1.** ASHP pre-registration lists are available only for communications that are germane to the practice of pharmacy or its scientific or socioeconomic aspects.
- 2. ASHP pre-registration lists are not available for membership solicitations or surveys of any sort.
- **3.** ASHP approval of any use of its lists will be conditioned on a finding that such use will not limit effectiveness of ASHP programs and is not inconsistent with any policy of ASHP, as established by its Board of Directors.
- **4.** ASHP pre-registration lists will not be made available for:
  - a. use in connection with the dissemination of distasteful or offensive materials:
  - **b.** use in connection with publicity or advertising which might imply, through copy or layout, ASHP endorsement of an organization or its products;
  - **c.** use by individuals or organizations who espouse the quackery arts;
  - **d.** any communication, which would tend to mislead, misinform, deceive or promote an unlawful purpose;
  - **e.** any communication involving the advertising or the promotion of the use and sale of any tobacco product, beer, wine or other spirits;
  - f. any fund-raising purposes by any organization or society; or
  - **g.** use in connection with any product deemed, by ASHP, to be directly competitive with any current or planned ASHP product.
- **5.** Mailings specifically pertaining to ASHP meetings must conform to the following:
  - **a.** You may only ask for advance reservations if you are hosting a symposium that includes a food function.
  - **b.** If holding a symposium or any other function during ASHP's meeting that will be listed in the meeting program, under no circumstances may the term "limited seating, advance registration required" be used in the mailing materials.
  - c. In your promotional copy, please list the Society and the name of the meeting correctly.
  - **d.** If holding a symposium, the words "prior to", "during" or "in conjunction with" must be included. Terms such as "ASHP sponsored" or any words that might convey that this is an official ASHP function are prohibited.
  - **e.** Use of the trademarked ASHP logo or meeting logo in your promotional materials is strictly prohibited.
- **6.** Failure to comply with these guidelines will result in loss of ASHP Mailing List usage.

## **Pre-Registration Opportunities**

Don't wait until you're onsite to begin strategizing about booth traffic or attendance at your symposium. Participating in one of ASHP's Pre-registration List options gets you in front of attendees weeks before the meeting. Promote a product you'll be spotlighting, a symposium you'll be hosting, a special you'll be offering, or just your booth location. No matter what your message, ASHP has the perfect pre-show vehicle for you to be heard.

November 16, 2018 is the deadline to submit Pre-registration List orders and necessary materials.

#### **Midyear Meeting Mailing Lists**

- Includes the name, address, company, job title, and primary position for each pre-registered attendee
- Data will be emailed directly to you in an Excel file.
- Select the "with directors" option to add a supplemental list of ASHP member pharmacy directors who have not yet registered.

#### **Email Advertisement Add-On**

ASHP provides an option for you to reach the Midyear meeting registrants electronically. Create a one page advertisement (8.5 x 11 Color PDF file) promoting your booth or symposium. We will include your ad in *The Exhibitor Preview*, and it will be emailed to registrants on your behalf, November 21.

- The <u>Exhibitor Preview</u> will be in Nextbook format, similar to an online catalog where each exhibitor will have a one page advertisement (8.5 x 11 Color PDF file format).
- Placement is on a first come, first serve basis.
- One advertisement per listing. You may not switch out or edit your ad once finalized.
- The <u>Exhibitor Preview</u> will be emailed one time on November 21, 2016. All reservations and files must be received by November 16th in order to be included.
- Click here to view a sample
- NOTE: The <u>Exhibitor Preview</u> will be sent out by ASHP on your behalf. ASHP does not sell or give out email addresses.

#### **Online Symposium Listing**

- Only available to companies conducting a symposium.
- Create a website with the symposium's program description, learning objectives, and a way for attendees to register. Your symposium listing on ASHP's meeting site will become an active link to your website.

#### **Ordering Instructions**

To place your order:

- Complete and sign the List Rental
   Order Form and the List Rental Agreement
   page and fax to 301-657-1251. DO NOT
   EMAIL FORMS WITH CC INFORMATION
- Submit a sample of the final mail piece for approval. If selecting the Exhibitor Preview, submit your 1 page color digital PDF ad/mailer.
- Please send all mail pieces/digital proofs for approval to:

Marketing

ASHP Marketing & Sales Office 4500 East-West Highway, Suite 900 Bethesda, MD 20814

Phone: 301-664-8831

Email: marketing@ashp.org

**Note**: In practice with the PCI Compliance Standards, ASHP will only accept credit cards through secure fax and mail transaction. ASHP will not accept credit cards through email. Fax 301-664-8895 Mail:ASHP Customer Relations, 7272 Wisconsin Ave, Bethesda, MD 20814.

## **Order Form**

Available October 24, 2018 - Earlybird Lists	Est Na	moe	Cost	Quantity <sup>1</sup>	Total
· ·	Est. Names			Quantity	IOtal
Pre-registrant list [MPRE1P]	5,000+		\$3,550		
Pre-registrant list with Directors [MSUPP1P] <sup>2</sup>	7,000+		\$5,000		
Pre-registrant list (with Exhib Preview) [MPRE1WP]	5,500+		\$9,850		
Pre-reg list with Directors (with Exhib Preview) [MSUPP1WP] <sup>2</sup>	7,500+		\$11,250		
Available November 16, 2018 - Pre-registrant Lists					
Pre-reg list [MPRE2P]	7,000+		\$5,000		
Pre-registrant list with Directors [MSUPP2P] <sup>2</sup>	9,000+		\$6,500		
Pre-reg list (with Exhib Preview) [MPRE2WP]	7,000+		\$11,250		
Pre-reg list with Directors (with Exhib Preview) [MSUPP2WP] <sup>2</sup>	9,000+		\$12,500		
Available January 9, 2019 - Post-Registrant List					
Post-registrant List [MPOST]	10,50	0	\$7,500		
Post-registrant List with Directors [MEET]	10,50	0	\$13,500		
		To	tal Order	\$	
Orders MUST be pre-paid by check or credit card)  ☐ Make Check payable to ASHP and drawn on a U.S. bank funds.  (Check must be received with order)  ☐ Charge to my:  ☐ VISA ☐ MasterCard ☐ Discover ☐ An			\$75 fro	ole lists, do om each li rchased.	
	Expiration Date				
Signature					
Address (please print or type): ContactAddress	Compan	у			
City S	State			Zip	
E-mail Address (required for electronic delivery of lists)	×				
Note: In practice with the PCI Compliance Standards, ASHP wand mail transaction. ASHP will not accept credit cards through Mail: ASHP Customer Relations, 4500 East-West Highway, Su	n email. <b>F</b> a	ax: <u>30</u>	1-657-125	<u>51</u>	cure fax
Online Symposium Listing Form					
Please list the title of your symposium: CE Provider JRL					
URL must take the registrant to the course description includin egistration page)	g the lear	ning o	bjectives,	not directly to	а

# List Rental Agreement Form

ASHP and Customer, in consideration of the mutual promises set forth below, agree as follows:				
	otal from order form) and to adhere to the following dresses (hereinafter "the List") furnished via email, which			
Health-System Pharmacists, Inc., that the une that the List represents unique, confidential, a 2. The customer agrees to the following:  A. that the List provided will be for a non B. that the List will be for a single event;  C. that the List will be used only for the sach ASHP approval has been obtained are into the List to detect unauthorized used. In the List will not be used in conjuction material, etc.) must be submitted to a conjuction of the List will not be copied or represented intentionally or unintentionally, the represented or a conjuction of the List will be used within a specific accuracy;  G. that the List will not be used to facilitate that the undersigned will adhere to AS attached and made part of this agree I. if conducting a program in which Contathe word symposium in the title of your street in the title of your symposium in the title of your symposium in the title of your street.	-exclusive one-time use only; specific mailing for which it was ordered and for which and for no other purpose (decoy names have been inserted sage); on with the List (printed material, literature, advertising and approved by ASHP prior to the use of the List; oduced nor will ASHP or the undersigned permit, producation or copying of the List for use unauthorized my third party; cified time after receipt in order to retain the advantages of the any form of telephone or faxed contact; and shP policies governing pre-registration list use, which is ment. inuing Education credits are not offered, you may not use r program or any place on your printed pieces.			
Any violation of this agreement by the undersign agreement by ASHP and any further use of the	ned shall result in the immediate termination of this List.			
<b>0</b>	rsigned, its principles and its agencies, agents, licensees, ees. This agreement is to the express benefit of ASHP.			
ASHP shall have no liability to customer for its u	se of the List.			
Dated By (ASI	HP)			
Dated By (Cus	stomer)			
Customer Name Company Name				

Return one signed copy to ASHP; retain second copy with attachments for your file.